

Psychology & Marketing

VOLUME 23, 2006
NUMBERS 1-12

Psychology & Marketing (Print ISSN 0742-6046; Online ISSN 1520-6793 at BoldIdeas, www.bold-ideas.com)—a part of Wiley Interscience, www.interscience.wiley.com, is published monthly, one volume per year, by Wiley Subscription Services, Inc., a Wiley Company, 111 River Street, Hoboken, NJ 07030-5774.

Copyright © 2006 Wiley Periodicals, Inc., a Wiley Company. All rights reserved. No part of this publication may be reproduced in any form or by any means, except as permitted under section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the publisher, or authorization through the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923; Tel: (978) 750-8400; Fax (978) 646-8600. Periodicals Postage Paid at Hoboken, NJ, and at additional mailing offices.

The copyright owner has consented that copies may be made for personal or internal use, or for the personal or internal use of specific clients, on the condition that the copier pay for copying beyond that permitted by Sections 107 and 108 of the United States Copyright Law.

This consent does not extend to other kinds of copying, such as for general distribution, for advertising or promotional purposes, for creating new collective works, or for resale. Such permission requests and other permission inquiries should be addressed to the Permissions Department, c/o John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030-5774; Tel: (201) 748-6011; <http://www.wiley.com/go/permissions>.

Subscription price (Volume 23, 2006): Print only: \$1,205.00 in US, \$1,325.00 in Canada and Mexico, \$1,427.00 outside North America. Electronic only: \$1,205.00 worldwide. A combination price of \$1,326.00 in US, \$1,446.00 in Canada and Mexico, \$1,548.00 outside North America, includes the subscription in both electronic and print formats. Personal rate: \$255.00 in US, \$327.00 outside North America. Subscriptions at the personal rate are available only to individuals. Payment must be made in US dollars drawn on a US bank. Claims for undelivered copies will be accepted only after the following issue has been received. Please enclose a copy of the mailing label. Missing copies will be supplied when losses have been sustained in transit and where reserve stock permits. Please allow four weeks for processing a change of address. Please address subscription inquiries to John Wiley & Sons, Inc., Attn: Journals Admin. Dept. UK, 111 River Street, Hoboken, NJ 07030-5774; Tel (201) 748-6645; E-mail: subinfo@wiley.com.

Postmaster: Send address changes to *Psychology & Marketing*, Subscription Distribution US, c/o John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030-5774.

Advertising Sales: Inquiries concerning advertising should be forwarded to Advertising Sales Manager, Advertising Sales, c/o John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030-5774; Tel: (201) 748-8832. Advertising Sales, European Contact: Jackie Sibley, John Wiley & Sons, Ltd, The Atrium, Southern Gate, Chichester, West Sussex PO19 8SQ, England; Tel: 44 1243 770 351; Fax: 44 1243 770 432; E-mail: adsales@wiley.co.uk.

Reprints: Reprint sales and inquiries should be directed to the Customer Service Department, Gale Krouser, c/o John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030-5774; Tel: (201) 748-8789; Fax: (201) 748-6326; E-mail: gkrouser@wiley.com.

Manuscripts and correspondence concerning manuscripts under review should be submitted to Dr. Rajan Natarajan, Professor & Chairman, Department of Marketing, 201 College of Business, Auburn University, AL 36849-5246, U.S.A.; e-mail: pmeditor@auburn.edu.

Other correspondence: Address all other correspondence to: *Psychology & Marketing*, Publisher, Professional/Trade Division, c/o John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030-5774.

The contents of this journal are indexed or abstracted in Psychological Abstracts Information Services, Current Contents/Social & Behavioral Sciences, Social SciSearch (ISI), and Research Alert (ISI).

Editorial Production, Wiley Periodicals, Inc.: Chris Gage

© This paper meets the requirements of ANSI/NISO Z39.48-1992 (Permanence of Paper).

Psychology & Marketing

Author Index Volume 23, 2006

Anderson, R. E.; and Huang, W.-Y.: Empowering Salespeople: Personal, Managerial, and Organizational Perspectives, 139

Bagozzi, R. P.: see Paulssen, M.

Bahn, K. D.: see Brennan, I.

Banham, J. H.: see Kasouf, C. J.

Barber, B.: see Hartman, J. B.

Basil, D. Z.; Ridgway, N. M.; and Basil, M. D.: Guilt Appeals: The Mediating Effect of Responsibility, 1035

Basil, M. D.: see Basil, D. Z.

Bellizzi, J. A.: Disciplining Top-Performing Unethical Salespeople: Examining the Moderating Effects of Ethical Seriousness and Consequences, 181

Bjerke, R.; and Polegato, R.: How Well Do Advertising Images of Health and Beauty Travel Across Cultures? A Self-Concept Perspective, 865

Brandon, C.: see Sweeney, J. C.

Brennan, I.; and Bahn, K. D.: Literal versus Extended Symbolic Messages and Advertising Effectiveness: The Moderating Role of Need for Cognition, 273

Bridges, K. R.: see Harnish, R. J.

Cardaci, M.: see McClelland, G. H.

Celuch, K. G.: see Kasouf, C. J.

Chakraborty, G.: see Gammoh, B. S.

Chang, C.: Context-Induced and Ad-Induced Affect: Individual Differences as Moderators, 757

Chang, C.-C.: When Service Fails: The Role of the Salesperson and the Customer, 203

Chang, J.-R.; and Hung, M.-W.: Optimal Timing to Invest in E-commerce, 335

Chang, P.-L.; and Chieng, M.-H.: Building Consumer-Brand Relationship: A Cross-Cultural Experiential View, 927

Chen, W.-K.: see Tsai, H.-T.

Chen, Y.-F.: see Huang, J.-H.

Chieng, M.-H.: see Chang, P.-L.

Comer, L. B.: see Drollinger, T.

Creyer, E. H.: see Kozup, J. C.

Danziger, S.; and Segev, R.: The Effects of Informative and Non-

Informative Price Patterns on Consumer Price Judgments, 535

Day, R.-F.; Shyi, G. C.-W.; and Wang, J.-C.: The Effect of Flash Banners on Multiattribute Decision Making: Distractor or Source of Arousal? 369

Demir, K.: see Tom, G.

Drollinger, T.; Comer, L. B.; and Warrington, P. T.: Development and Validation of the Active Empathetic Listening Scale, 161

Dubinsky, A. J.: Introduction to the Special Issue on Selling and Sales Management, 75

Eom, Y.: see Kang, H.

Farn, C.-K.: see Yang, S.-C.

Fasolo, B.; Misuraca, R.; McClelland, G. H.; and Cardaci, M.: Animation Attracts: The Attraction Effect in an On-line Shopping Environment, 799

Feick, L.: see Ryu, G.

Fisher, R. J.; and Grégoire, Y.: Gender Differences in Decision Satisfaction Within Established Dyads: Effects of Competitive and Cooperative Behaviors, 313

Florack, A.: see Scarabis, M.

Florack, A.; and Scarabis, M.: How Advertising Claims Affect Brand Preferences and Category-Brand Associations: The Role of Regulatory Fit, 741

Fortin, D. R.: see Kang, H.

Friese, M.; Wänke, M.; and Plessner, H.: Implicit Consumer Preferences and Their Influence on Product Choice, 727

Gammoh, B. S.; Voss, K. E.; and Chakraborty, G.: Consumer Evaluation of Brand Alliance Signals, 465

Gardial, S. F.: see Shepherd, C. D.

Geuens, M.: see Weijters, B.

Giese, J. L.: see Sojka, J. Z.

Goodwin, S. A.: see Lichtenthal, J. D.

Gosejohann, S.: see Scarabis, M.

Gould, S. J.: Comparing, Not Confirming Personal Introspection: A Comment on Woodside (2004), 253

Grégoire, Y.: see Fisher, R. J.

Hahn, M.: see Kang, H.

Harnish, R. J.; and Bridges, K. R.: Social Influence: The Role of Self-Monitoring When Making Social Comparisons, 961

Hartman, J. B.; Shim, S.; Barber, B.; and O'Brien, M.: Adolescents' Utilitarian and Hedonic Web-Consumption Behavior: Hierarchical Influence of Personal Values and Innovativeness, 813

Hebl, M. R.: see Skorinko, J. L.

Hollenbeck, C. R.; Peters, C.; and Zinkhan, G. M.: Gift Giving: A Community Paradigm, 573

Huang, H.-C.: see Tsai, H.-T.

Huang, J.-H.; and Chen, Y.-F.: Herding in Online Product Choice, 413

Huang, M.-H.: Flow, Enduring, and Situational Involvement in the Web Environment: A Tripartite Second-Order Examination, 383

Huang, M.-H.: Guest Editorial: Marketing and E-commerce: A Taiwanese Perspective, 349

Huang, W.-Y.: see Anderson, R. E.

Hung, M.-W.: see Chang, J.-R.

Hung, W.-C.: see Yang, S.-C.

Hwang, K.: see McDonald, S.

Hyun, Y. J.: see Kang, H.

Jaw, Y.-L.: see Tsai, H.-T.

Jiang, J. J.: see Wang, E. T. G.

Johnson, A. R.: see Thomson, M.

Johnson, D. A.: see Sager, J. K.

Johnson, M. G.: see Shepherd, C. D.

Kang, H.; Hahn, M.; Fortin, D. R.;

Hyun, Y. J.; and Eom, Y.: Effects of Perceived Behavioral Control on the Consumer Usage Intention of E-coupons, 841

Kasouf, C. J.; Celuch, K. G.; and Bantam, J. H.: An Examination of Communication Behaviors as Mediators in Individual-Level Interorganizational Exchanges, 35

Kelley, S. W.: see Skinner, S. J.

Kemmer, S.: see Skorinko, J. L.

Kozup, J. C.; and Creyer, E. H.: Boundary Conditions of the Impact of a Hypervigilant Coping Style on the Subjective Decision-Making Experience, 905

Lane, D. M.: see Skorinko, J. L.

Laroche, M.: see Pons, F.

Lichtenthal, J. D.; and Goodwin, S. A.: Product Attributes for Business Markets: Implications for Selling and Sales Management, 225

Lin, J.-Y.: see Wu, L.-L.

Lopez, S.: see Tom, G.

Lord, K. R.; and Putrevu, S.: Exploring the Dimensionality of the Need for Cognition Scale, 11

McClelland, G. H.: see Fasolo, B.

McDonald, S.; Oates, C. J.; Young, C. W.; and Hwang, K.: Toward Sustainable Consumption: Researching Voluntary Simplifiers, 515

Misuraca, R.: see Fasolo, B.

Mourali, M.: see Pons, F.

Nan, X.: Affective Cues and Brand-Extension Evaluation: Exploring the Influence of Attitude toward the Parent Brand and Attitude toward the Extension Ad, 597

O'Brien, M.: see Hartman, J. B.

Oates, C. J.: see McDonald, S.

Park, J.: see Ryu, G.

Paulssen, M.; and Bagozzi, R. P.: Goal Hierarchies as Antecedents of Market Structure, 689

Peng, A.: see Saad, G.

Peters, C.: see Hollenbeck, C. R.

Plessner, H.: see Friese, M.

Polegato, R.: see Bjerke, R.

Pons, F.; Laroche, M.; and Mourali, M.: Consumer Reactions to Crowded Retail Settings: Cross-Cultural Differences between North America and the Middle East, 555

Putrevu, S.: see Lord, K. R.

Rentz, J. O.: see Shepherd, C. D.

Ridgway, N. M.: see Basil, D. Z.

Roster, C. A.: Moments of Truth in Gift Exchanges: A Critical Incident Analysis of Communication Indicators Used to Detect Gift Failure, 885

Ryu, G.; Park, J.; and Feick, L.: The Role of Product Type and Country-of-Origin in Decisions about Choice of Endorser Ethnicity in Advertising, 487

Saad, G.; and Peng, A.: Applying Darwinian Principles in Designing Effective Intervention Strategies: The Case of Sun Tanning, 617

Sager, J. K.; Strutton, H. D.; and Johnson, D. A.: Core Self-Evaluations and Salespeople, 95

Scarabis, M.: see Florack, A.

Scarabis, M.; Florack, A.; and Gosejohann, S.: When Consumers follow their Feelings: The Impact of Affective or Cognitive Focus on the Basis of Consumers' Choice, 1015

Segev, R.: see Danziger, S.

Shepherd, C. D.; Gardial, S. F.; Johnson, M. G.; and Rentz, J. O.: Cognitive Insights into the Highly Skilled or Expert Salesperson, 115

Shim, S.: see Hartman, J. B.

Shyi, G. C.-W.: see Day, R.-F.

Skinner, S. J.; and Kelley, S. W.: Transforming Sales Organizations Through Appreciative Inquiry, 77

Skorinko, J. L.; Kemmer, S.; Hebl, M. R.; and Lane, D. M.: A Rose by Any Other Name . . . : Color-Naming Influences on Decision Making, 975

Sojka, J. Z.; and Giese, J. L.: Communicating Through Pictures and Words: Understanding the Role of Affect and Cognition in Processing Visual and Verbal Information, 995

Spears, N.: Just Moseying Around and Happening Upon It versus a Master Plan: Minimizing Regret in Impulse versus Planned Sales Promotion Purchases, 57

Strutton, H. D.: see Sager, J. K.

Sung, K.: see Yang, S.-C.

Sweeney, J. C.; and Brandon, C.: Brand Personality: Exploring the Potential to Move from Factor Analytical to Circumplex Models, 639

Thomson, M.; and Johnson, A. R.: Marketplace and Personal Space: Investigating the Differential Effects of Attachment Style Across Relationship Contexts, 711

Tom, G.; Lopez, S.; and Demir, K.: A Comparison of the Effect of Retail Purchase and Direct Marketing on the Endowment Effect, 1

Tsai, H.-T.; Huang, H.-C.; Jaw, Y.-L.; and Chen, W.-K.: Why On-line Customers Remain with a Particular E-retailer: An Integrative Model and Empirical Evidence, 447

Voss, K. E.: see Gammoh, B. S.

Waller, D. S.: see Wang, P. Z.

Wang, E. T. G.; Yeh, H.-Y.; and Jiang, J. J.: The Relative Weights of Internet Shopping Fundamental Objectives: Effect of Lifestyle Differences, 353

Wang, J.-C.: see Shyi, G. C.-W.

Wang, P. Z.; and Waller, D. S.: Measuring Consumer Vanity: A Cross-Cultural Validation, 665

Wänke, M.: see Friese, M.

Warrington, P. T.: see Drollinger, T.

Weijters, B.; and Geuens, M.: Evaluation of Age-Related Labels by Senior Citizens, 783

Woodside, A. G.: Overcoming the Illusion of Will and Self-Fabrication: Going Beyond Naïve Subjective Personal Introspection to an Unconscious/Conscious Theory of Behavior Explanation, 257

Wu, L.-L.; and Lin, J.-Y.: The Quality of Consumers' Decision-Making in the Environment of E-commerce, 297

Yang, S.-C.; Hung, W.-C.; Sung, K.; and Farn, C.-K.: Investigating Initial Trust Toward E-tailers from the Elaboration Likelihood Model Perspective, 429

Yeh, H.-Y.: see Wang, E. T. G.

Young, C. W.: see McDonald, S.

Zinkhan, G. M.: see Hollenbeck, C. R.

